

## CONTRACT



**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

<u>Contract / Revision</u> 815801 /		<u>Alt Order #</u>
<u>Product</u> OH US SEN JOSH MANDEL SEPT 4-SEPT 10		
<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Estimate #</u> 2645	
<u>Advertiser</u> Mandel, J/US Senate/R		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> House WOIO/WUAB	<u>Sales Office</u> Cleveland Local
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/09/12	09/09/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$450.00			
N 2	WOIO	09/04/12	09/06/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$525.00			
N 3	WOIO	09/10/12	09/10/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$525.00			
N 4	WOIO	09/04/12	09/07/12	Action News at Noon	12-1230p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$475.00			
N 5	WOIO	09/10/12	09/10/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$475.00			
D 6	WOIO	09/05/12	09/05/12	Action News at Noon	12-1230p		:30			NM	0	\$0.00
N 7	WOIO	09/05/12	09/05/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$600.00			
N 8	WOIO	09/07/12	09/07/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$600.00			
N 9	WOIO	09/10/12	09/10/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$600.00			
N 10	WOIO	09/07/12	09/07/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$700.00			
N 11	WOIO	09/10/12	09/10/12	Action News at 5p	5-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$500.00			
N 12	WOIO	09/09/12	09/09/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 815801 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Product</u> OH US SEN JOSH MAN
<u>Advertiser</u> Mandel, J/US Senate/R		<u>Estimate #</u> 2645
		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00			
N 13	WOIO	09/05/12	09/06/12	Inside Edition	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WT---				2	\$500.00			
N 14	WOIO	09/10/12	09/10/12	Inside Edition	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$500.00			
N 15	WOIO	09/04/12	09/04/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$1,000.00			
N 16	WOIO	09/08/12	09/08/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$375.00			
N 17	WOIO	09/09/12	09/09/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$400.00			
N 18	WOIO	09/04/12	09/06/12	Action News at 5p	5-6p		:15/:15			BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$500.00			
N 19	WOIO	09/04/12	09/06/12	Action News at 6p	6-630p		:15/:15			BK	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$700.00			
N 20	WOIO	09/06/12	09/06/12	Action News at 11p	11-1135p		:15/:15			BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$1,000.00			
N 21	WOIO	09/07/12	09/07/12	Action News at 11p	11-1135p		:15/:15			BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,000.00			
Totals											27	\$15,575.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	27	\$15,575.00	\$13,238.75
<b>Totals</b>	<b>27</b>	<b>\$15,575.00</b>	<b>\$13,238.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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